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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service
Office of Exhibits

A Summary of the Exhibit

A TALE OF TWO BULLS

A TALE OF TWO BULLS

This motion picture exhibit illustrates in a striking manner the kind of bull necessary to put a poorly bred herd on a paying basis.

Specifications

Floor space required - width -----	12 feet
depth -----	11 feet
Wall space required -----	None
Shipping weight -----	535 lbs.

Electrical requirements:

110 volt A.C. or D.C. current
for 1/16 H.P. Motor and 400
watts for lights.

A TALE OF TWO BULLS

HOW IT LOOKS

This exhibit attracts attention on account of its simplicity. It consists of a plain booth draped in black with a small white movie screen fastened on the rear panel. On this screen is shown the animated cartoon entitled, "A TALE OF TWO BULLS", which illustrates in a striking manner the kind of bull necessary to put poorly bred dairy herds on a paying basis.

WHAT IT TELLS

The exhibit brings out the fact that Farmer Brown is working hard milking a herd of cows but is not making any money. In order to study the dairy methods of his neighbor, Jim Moore, whose herd of cows has made him prosperous, Mr. Brown decides to visit him. During this visit Mr. Brown discovers that their methods of feeding are similar, which makes it more difficult for him to understand why Mr. Moore's cows produce larger quantities of milk than his own. When he asks Mr. Moore this question, his attention is called to a good purebred bull that heads the herd. Mr. Brown hastens home and drives his scrub bull to the slaughter house. He buys a good purebred bull and at the end of several years he is shown as a prosperous farmer with a high producing herd, all due to one purebred dairy bull.

Although this cartoon is treated in a light vein, it contains a real lesson. There are many dairymen in positions similar to that in which Mr. Brown found himself before discovering a way out. A good purebred bull capable of increasing the production of daughters

as compared with their dams should be a great help in solving their problems of low production. For those who are not in a position to purchase a bull for exclusive use on their farms, the cooperative bull association offers an opportunity of obtaining the use of high grade bulls at a small cost.

Where to Get Information

The following publications may be obtained free of charge from the U. S. Department of Agriculture, Washington, D. C.

993-F	Cooperative Bull Associations
1167-F	Essentials of Animal Breeding
1412-F	Care and Management of Dairy Bulls
1443-F	Dairy Cattle Breeds
905-D	Principles of Livestock Breeding
368-C	Better Cows from Better Sires
DDE-10	Your Future Herd
BDM-79	Suggestions for Conducting a Scrub Bull Eradication Campaign Outline for Conducting a Scrub Sire Trial

THE UNIVERSITY OF CHICAGO